**Winescape makes its debut at Hospitality – Il Salone dell’Accoglienza 2022**

**The wine tourism space for the future of hospitality**

*Riva del Garda (TN), 15/12/2021.* For 2022, Hospitality - Il Salone dell’Accoglienza, Italy’s leading show in the hospitality and catering sector, is expanding its exhibition offer with **Winescape**, the new themed area wholly dedicated to **wine and wine tourism.**

The name, which recalls the words *Escape* and *Landscape,* perfectly sums up the spirit of **Winescape**: it reflects how a region’s wine, history and culture are a way of life, an opportunity to escape and explore a new dimension.

Covering over 500 square metres, this new initiative will sit alongside the two special areas RPM-Riva Pianeta Mixology and Solobirra, dedicated respectively to mixed drinks and craft beer. In addition to the exhibition reserved for wine resorts, **Winescape** will host a wine bar for tasting and a training arena.

Always attentive to the emerging needs of companies and professionals, the 46th [**Hospitality**](https://hospitalityriva.it/it)**,** which will be held as an in-person event from 31 January to 3 February 2022 in Riva del Garda, confirms with this initiative its role as a trends and training hub to help Ho.Re.Ca. operators navigate the future.

*“With Winescape, we are aiming to create new connections between leading wine players and Ho.Re.Ca. professionals visiting Hospitality, creating networking opportunities to enhance and capitalise on the potential of the wine tourism economy”,* says **Alessandra Albarelli, General Manager of Riva del Garda Fierecongressi**. “*The feedback we have received from companies in the sector is very encouraging. We have already selected a number of Italian and international groups whose offers combine wine production and hospitality, with accommodation set in vineyards and wine tourism services”.*

Wine tourism is not only a form of themed tourism focused on wine, but it also helps protect a region’s cultural heritage, landscape and economy. Furthermore, the segment is seeing constant growth, and factors influencing the choice of a wine tourism destination include both an increasing interest in wineries located in historic structures, and the landscape and the culture of the region. Wine tourists want to understand the characteristics of the wine they are tasting, so they study the area of origin by exploring the flavours and aromas, as well as the traditions and customs of the place it is produced in.

*“Winescape aims to be a workshop of ideas and tools both for sector operators set on making their facilities more appealing, and for those who want to transform and expand their current business model by introducing new hospitality services or expanding and diversifying their offer. There will therefore be numerous training sessions, debates and presentations with experts to explore themes related to tourism and sustainability, the importance of promoting regions as well as master classes and tastings to discover the new trends in passion for wine and open-air tourism”*, adds **Giovanna Voltolini, Exhibition Manager for Hospitality.**

The days of the show will feature events, debates, presentations and tastings guided by professional sommeliers.

Hospitality’s exhibition space, covering over 40,000 square metres, will also incorporate four themed areas: **Contract & Wellness, Beverage, Food & Equipment and Renovation & Tech.**

**About** [**Hospitality – Il Salone dell’Accoglienza**](https://hosp-itality.it/it)

Organised by Riva del Garda Fierecongressi, Hospitality – previously Expo Riva Hotel – boasts an exhibition area of more than 40,000 square metres. The show registered record numbers in 2020: 561 exhibitors, 21,431 professional operators and more than 28,500 visitors. Hospitality Digital Space was held online in February 2021. This extraordinary edition of the show, dedicated to training and development for the Ho.Re.Ca. world, comprised a dynamic virtual space for specialist companies and a programme of more than 80 free training events.

The 46th edition of the show will again be an in-person event, to be held in Riva del Garda, from 31 January to 3 February 2022.

[www.hospitalityriva.it](http://www.hospitalityriva.it) @HospitalityRiva

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